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Date: 8/28/09By: *Emily Blake*  
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OFFICE OF PETITIONS

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	<b>Isaac Bentolila</b>	Art Unit:	<b>2421</b>
Serial No.:	<b>10/043,714</b>	Docket No.:	<b>MET2.PAU.25</b>
Filed:	<b>1/9/2002</b>	Examiner:	<b>NGUYEN BA, HOANG VU A</b>
For:	<b>SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS</b>		

**REQUEST FOR EXCUSAL OF ERROR IN CLAIMING SMALL ENTITY STATUS AND  
PAYMENT OF DEFICIENCY PURSUANT TO 37 CFR 1.28**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In relation to the above referenced application, Small Entity status was established in good faith and Small Entity fees were paid in good faith, with no deceptive intent. Applicants, having discovered in the instant case that small entity status may not have been appropriate, seek to have any possible error in claiming small entity status excused.

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37 CFR 1.28 provides that if status as a small entity is established in good faith, and fees as a small entity are paid in good faith, in any application or patent, and it is later discovered that such status as a small entity was established in error, ..., the error will be excused upon: compliance with the separate submission and itemization requirements of paragraphs (c)(1) and (c)(2) of this section, and the deficiency payment requirement of paragraph (c)(2) of this section.

As provided in 37 CFR 1.28(c)(2), the deficiency due for each fee erroneously paid as a small entity is the difference between the current fee due and the fee paid erroneously. The Commissioner is hereby authorized to charge \$1,173 as indicated in the attached Credit Card Payment Form PTO-2038, and calculated in the table below.

<b>Date Originally Paid</b>	<b>Fee Code Listed</b>	<b>New Fee Code</b>	<b>Name</b>	<b>Fee Paid</b>	<b>Current Fee</b>	<b>Difference Due</b>
January 17, 2002	201	1001	Basic Filing Fee	\$370	\$850	\$480
January 17, 2002	203	1202	Claims Excess of 20	\$9	\$52	\$43
January 17, 2002	195	1504	Publication Fee	\$300	\$300	\$0
July 29, 2002	217	1253	Three Month Extension of Time	\$460	\$1,110	\$650
			<b>Total</b>			<b>\$1,173</b>

Should there be any other fees due and owing with respect to this application, the Commissioner is authorized to charge such fees or to credit such overpayment to Deposit Account No. 01-1960.

Should there be any questions or outstanding matters, the Examiner is cordially invited and requested to contact Applicant's undersigned attorney at his number listed below.

Respectfully submitted,

Dated: 8/28/2009



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